

6404767  
6401996

REP HEADLINE# 6404767  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 215 564 1103

NOV6/12 14.49  
\*\*\* WPXI-TV \*\*\*

ADV # 016759 ADV. NAME POLI/R CASEY/D/SEN/PA

REP. # OFF. # 18 SALESMAN #

AGY # 02909 AGY. NAME SHORR JOHNSON MAGNUS

BUYER NAME MICHAEL D'ETTORRE

1831 CHESTNUT STREET

SALES PRSN WA- CHERYL BLAIR

PHILADELPHIA, PA 19103

ORDER # 339140 CONTRACT # 6404767

CLASS: NATL. LOCAL REGIONAL

PRDCT BOB CASEY :30 10/30 EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE NOV6/12 14.49

REP: TO JEN  
FR LINDSEY FOR CHERYL  
NEW ORDER (BOOKED ON YOUR END)  
TTLS \$16,500  
PLEASE CONFIRM, THANKS!

ADD TO SCHEDULE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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1			500A-530A	30		\$825.00	10/31	11/6	5		W-F,M-TU	5
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PROGRAM : NEWS

2			600A-700A	30		\$1,650.00	10/31	11/6	5		W-F,M-TU	5
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PROGRAM : NEWS

3			900A-1000A	30		\$825.00	10/31	11/6	5		W-F,M-TU	5
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PROGRAM : TOODAY SHOW

NOV/12 16500.00

CONTRACT TOTAL 16500.00  
TOTAL SPOTS 15

Signature

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:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAYS	:	TOTL:
:	LINE#:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	INVT	:	:	:	SPTS:

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
DEMOS- RA35+\*